

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #129850

Mr. J. Smith
COOK WHOLESALE

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear Jeff:

8034-
3809

WINSTON B1G1F product (6M) has been ordered (see quantities listed below), as well as 30 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.) *Utilize on-hand product for additional 'Live' pack needs.*

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	LIVE UPC Code
FF Box	1	12300-11226	12300-11212
Light Box	2	12300-11926	12300-11906
Ult Lt Box	1	12300-70326	12300-70306

Product / Premium Arrival:

February 23, 1998

Ship Date to Retail:

Week of: March 9, 1998

DISPLAY DETAIL (#538994)

SKU CUBE: 1.6700
SKU WT (w/o Product): 4.5000 lbs
Retail Sales Offer per Sku: 20 Offers

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$407.14

PARTNERS 'BONUS' REPORTING DESCRIPTION

'WIN MAR B2G1F'

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B1G1F
COOK WHOLESALE

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:

* **4 CARTONS:**

2 WINSTON LT BOX

1 WINSTON FF Box

1 WINSTON ULT LT BOX

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162602

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

MARCAMB2.DOC

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 6
 DATE: 98-01-29
 TIME: 11:28 AM

WHOLESLER : 129850 COOK WHOL. OF MEDINA, INC <DIRECT>
 TEMPLATE : 800115 80300 WIN MAR B2G1F
 TEMPLATE SEQ : 0033
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162622	397933	JUBILEE #367	342 E CENTER ST	MEDINA	NY	14103	2				(716)798-1285
162602		741974	OLEAR'S, INC.	7726 CHESTNUT RID	LOCKPORT	NY	14094	2				(716)433-8245
162602		779212	TOWN PUMP GEN. STORE	1080 WASHINGTON S	SPENCERPORT	NY	14559	2				(716)594-9273
162602	162622	703259	CURVINS NEWS	540 MAIN ST	MEDINA	NY	14103	2				(716)798-4745
162602	162621	268699	A N G MARKETS INC.	7127 BUFFALO RD	CHURCHVILLE	NY	14428	2				(716)293-2920
162602	162225	397797	BELLS #2130/F	121 N CENTER ST	PERRY	NY	14530	2				(716)237-2910
162602	162622	398019	SCHMITT'S MKT	11279 RIDGE RD	MEDINA	NY	14103	2	NYS			(716)798-0048
162604		697358	STEW'S GROCERY	18 E MANITO RD	ROCHESTER	NY	14612	2				(716)227-4898
162604	162630	035864	NORTH GREECE GAS	3570 LATTA RD	ROCHESTER	NY	14612	2	NYS			(716)392-9921

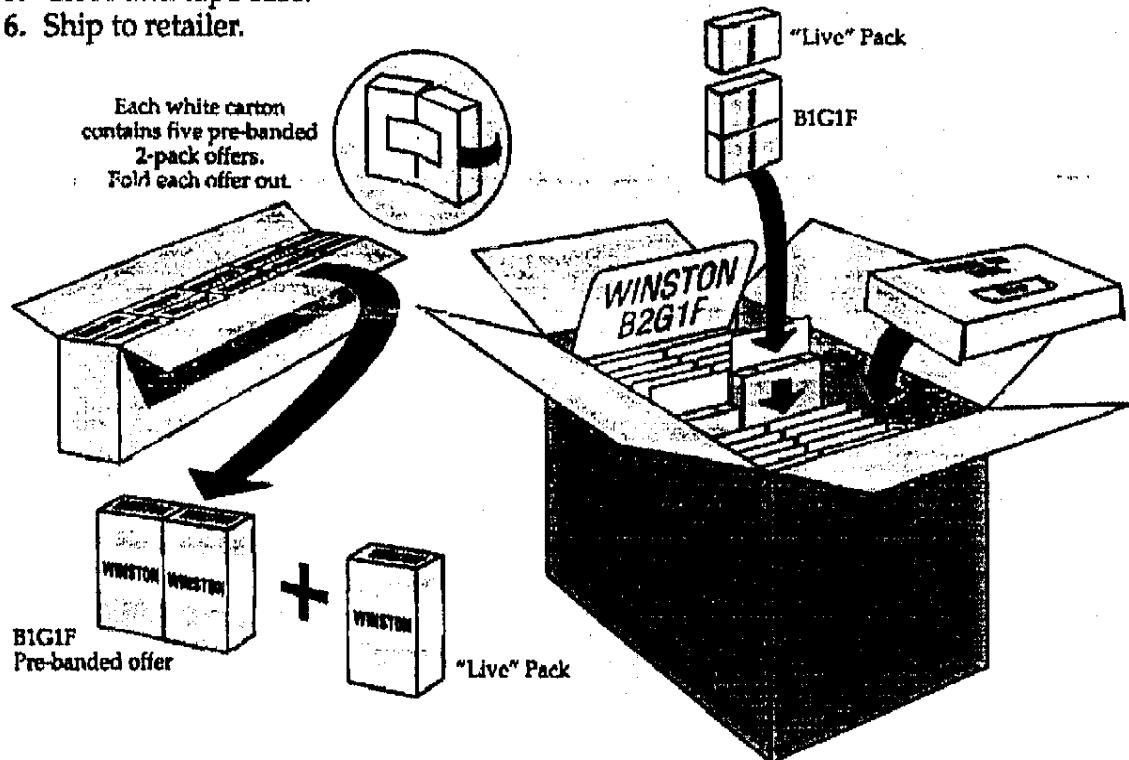
PAGE BREAK TOTAL ACCOUNTS 9 TOTAL QUANTITY 18

TEMPLATE TOTAL ACCOUNTS 9 TOTAL QUANTITY 18

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WHOLESALER PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****March WINSTON B2G1F****(Buy 2 Packs Get 1 Free)****STEPS**

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston Ul. Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994

Promotion Reporting Description: WIN MAR B2G1F

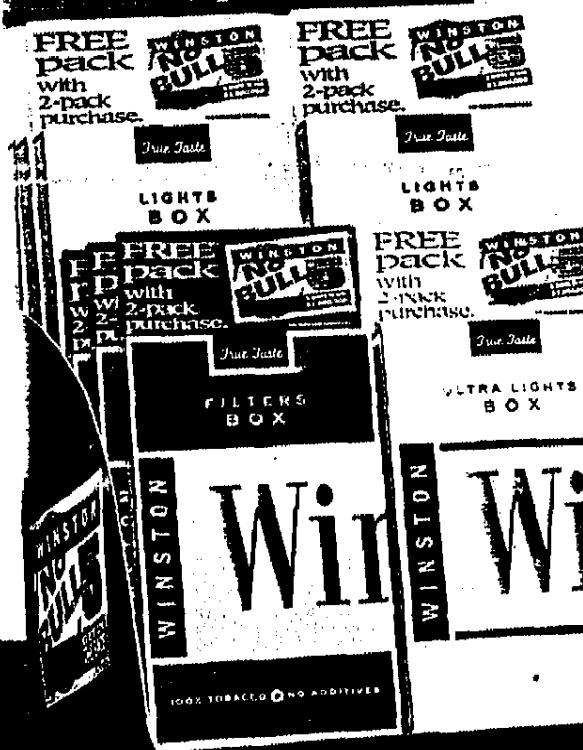
Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

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FREE pack with 2-pack purchase

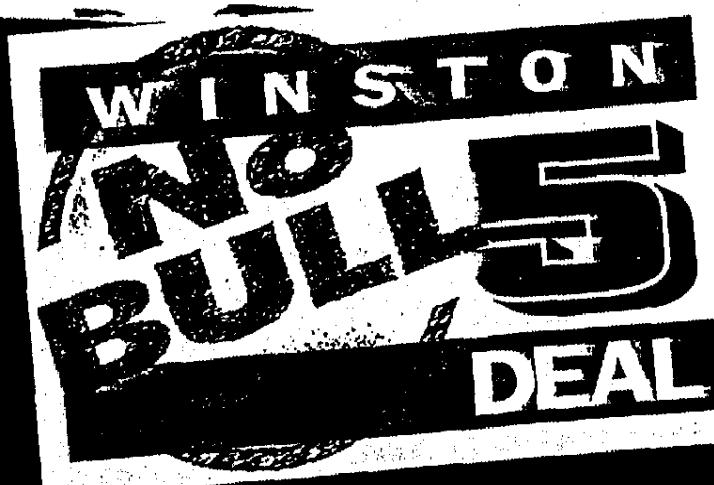
**Smoke this
FREE pack**

With 2 pack
purchase



Winston

- Kick off March with this offer:
Buy 2 packs. Get one free.
- Special packaging in Full Flavor,
Lights and Ultra Lights Box Styles.
- Dramatic counter display
and poster.
- Another No Bull 5 way to
build traffic.



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